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Sub 1. In a server included in a network that also includes a client associated with specified attributes, a method of using a decision engine to create a document for use by the client, the document being customized according to the specified attributes associated with the client, the method comprising the acts of:

processing code associated with a script at the server, including code that, when executed, requests the decision engine to select content for the document based on at least one attribute of the client;

receiving from the decision engine an identification of the content that has been selected by the decision engine;

creating the document and incorporating into the document the content that has been selected by the decision engine; and

transmitting the document to the client.

2. A method as recited in claim 1, wherein the act of receiving the identification of the content comprises the act of receiving additional script that, when executed, results in the content being incorporated into the document.

3. A method as recited in claim 2, further comprising the act of assembling the script at runtime by concatenating said portion of script and said additional script.

4. A method as recited in claim 1, wherein:

the act of processing code associated with the script is performed by a server application operating at the server; and

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requesting the decision engine to select content for the document based on attributes of the client is conducted without the server application communicating to the decision engine a value of said at least one attribute of the client.

5. A method as recited in claim 4, wherein requesting the decision engine to select content for the document based on attributes of the client is further conducted without the server application communicating to the decision engine criteria by which the decision engine is to select the content.

6. A method as recited in claim 1, wherein the document is a Web page.

7. A method as recited in claim 6, wherein the content comprises at least one of text and an image that are determined to be appropriate for the client.

8. A method as recited in claim 6, wherein the content comprises formatting that is determined to be appropriate for the client.



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receiving from the decision engine the requested third portion of the script and concatenating the third portion of the script and the second portion of the script and the first portion of the script.

11. A method as recited in claim 9, wherein the act of processing the first portion of the script and the second portion of the script comprises the act of receiving content selected by the decision engine to be appropriate for the client based on the at least one attribute of the client.

12. A method as recited in claim 9, further comprising the act of receiving a request from the client for the document.

13. A method as recited in claim 12, further comprising the act of transmitting the created document to the client.

14. A method as recited in claim 9, further comprising the act of the decision engine selecting the second portion of the script, including:

identifying, independently of a server application that executes the script, decision criteria that are to be used by the decision engine to select the second portion; and

identifying, independently of the server application, the at least one attribute of the client that is to be used by the decision engine to select the second portion.

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15. A method as recited in claim 14, wherein the act of the decision engine selecting the second portion of the script further includes applying the decision criteria to the at least one attribute to select said second portion of script from among a plurality of portions of script.









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24. A method as recited in claim 22, wherein the act of executing the script results in creation of an HTML document that includes the particular content.

25. A method as recited in claim 22, wherein the act of processing the resolve statement is conducted such that the decision engine selects the content file that has content determined to be appropriate from among a plurality of available content files.

26. A method as recited in claim 25; wherein the act of processing a call statement in the script is conducted such that the decision engine selects the particular content from the selected content file, wherein others of the plurality of available content files have different versions of the particular content.





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identifying, independently of the server application, the at least one attribute of the client that is to be used by the decision engine to select the second portion.

33. A computer program product as recited in claim 32, wherein the act of the decision engine selecting the second portion of the script further includes applying the decision criteria to the at least one attribute to select said second portion of script from among a plurality of portions of script.